

# ORDER



**Orders**  
**Order / Rev:** 68425  
**Alt Order #:** 08889092  
**Product Desc:** DCCC  
**Estimate:** 2238  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/25/12 / 10/25/12  
**Order Type:** CIA - O

**KUCW-TV**  
**Primary AE:** Continental Washington DC  
**Sales Office:** CNAT  
**Sales Region:** National

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/02/12	2	\$1,600.00	\$1,360.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$1,600.00	\$1,360.00	0.00
<b>Totals</b>	<b>2</b>	<b>\$1,600.00</b>	<b>\$1,360.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KUCW-TV	20%	\$1,600.00
Market	100%	\$8,000.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	0%	\$0.00
KSTU	0%	\$0.00
KTVX	79%	\$6,320.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	0%	\$0.00
UNKWN	1%	\$80.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/30/12	11/02/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		2			\$800.00			0.00			
Totals														2	\$1,600.00